

SIGNS, POSTERS, AND PRINTED MATERIALS

9140

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Fire prevention materials are available from many sources. Most of this material is provided either by the Cooperative Forest Fire Prevention Program (CFFP) or CDF. Other items are printed and distributed regionally by industry-sponsored citizen groups, special interest groups, or service organizations.

CFFP materials originate from the Smokey Bear Program previously described. This section covers the ordering, use, and evaluation of CFFP material. Smokey Bear material comprises the largest part of CDF's fire prevention campaign which relates to the use of materials. CDF-produced items, however, are fast becoming more prominent in our education program. The use of CFFP and CDF materials should be coordinated because they each have a definite place in our program.

An order form and catalog, which originate from the U.S. Forest Service (USFS) (Washington D.C. office), is sent to the director's office at the end of each year and is forwarded to each region and unit to select the number and type of material they will use in the coming year.

Sacramento Headquarters allocates to each region the funds to purchase the majority of items ordered; however, units may also use their own funds to order additional materials up to \$9,999. Regions and units will order direct from the USFS using a Form CDF-1 Subpurchase Order (SPO). Educational purchases are exempt from the Delegated Purchase authority up to \$9,999. (SAM 3571.1). This should be noted in the justification for the purchase.

Distribution of these materials will be done direct to each unit from the USFS-contracted printing vendor. Each individual unit is responsible for payment to the Forest Service.

CDF usually designs and prints its own additional material. In many ways, they are closely related to CFFP materials in that many of them borrow from the Smokey Bear program with Smokey Bear the center of attraction. For a comprehensive source of fire prevention printed material, the California Interagency Wildland Fire Prevention Publications Guide is being developed. This document contains information on CFFP, CDF's printed materials, outside material sources such as the National Fire Protection Association (NFPA) and the National Association of State Foresters (NASF) complete with procurement policy, and will be a supplement to this operational handbook when completed.

Deuel Vocational Institute (DVI) can provide some of the items used in the fire prevention education/VIP program. These items include metal photos, T-shirts, posters, bumper stickers, and caps/hats.

The following criteria will be used to enable Deuel Vocational Institute (DVI) to replenish supplies used for the fire prevention materials work performed by them for the department.

Individual units wishing to utilize DVI's services will submit their requests on a Material Requisition or Transfer Form F-72 (MRT) to Sacramento Headquarters Fire Prevention for approval, who in turn will forward the MRT to DVI with instructions for the work to be performed. Detailed instructions should accompany the MRT along with any artwork needed to accomplish the job.

The appropriate CalStars codes to abate for these services are:

- Education Materials = FY - 9212 - 238 - 91000 - \$\$
- Volunteers in Prevention Materials = FY - 9212 - 238 - 91051 - \$\$

The unit requesting the work is charged for these services and will include the appropriate CalStars codes to be charged.

DVI will return the completed MRT, including the costs, to the Sacramento Headquarters Fire Prevention Section, who will process the MRT to the Department Accounting Office (DAO). DVI will arrange for shipping the finished products and returning a completed copy of the MRT to the requesting unit, including costs.

A tentative deadline for MRTs is June 1st of each year so that DVI can plan for materials to provide these services.

Services are currently provided by DVI and the costs of production are:

METAL PHOTOS	
10" x 12"	\$10.00 / sheet
12" x 20"	\$19.00 / sheet
20" x 24"	\$39.00 / sheet

BUMPER STICKERS	
Based on a run of 5,000 stickers	
set-up and 1st color	\$.15 / sticker
additional colors	\$.20 / sticker

POSTERS	
Based on a run of 10,000 posters	
300 mil stock	\$.25 / poster

<u>T-SHIRTS</u>	
Based on a run of 100 T-shirts	
One shirt	\$3.50

<u>CAPS/HATS</u>	
Based on a run of 100 caps/hats	
One cap or hat	\$2.50

<u>MAGNETIC SIGNS</u>	
Per square foot (1 st color)	
	\$1.50
*Call for price per square foot for additional colors.	

FORMS AND/OR FORMS SAMPLES: RETURN TO CDF LIBRARY HOME PAGE FOR FORMS/FORMS SAMPLES SITE LINK.

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